Customer Service Practitioner Standard

Apprenticeship Level 2
5 GCSE Passes at Grades
A* to C/9 – 3 equivalent

Apprenticeship Overview

The Intermediate Apprenticeship in a Customer Service Practitioner role is to deliver high quality products and services to the customers of their organisation. Your core responsibility will be to provide a high quality service to customers. These may be one-off or routine contacts and include dealing with orders, payments, offering advice, guidance and support, meet-and-greet, sales, fixing problems, after care, service recovery or gaining insight through measuring customer satisfaction.

Entry Requirements

A contract of employment for a minimum of 30 hours per week for the duration of the Apprenticeship and be paid at least the Apprenticeship national minimum wage.

https://www.gov.uk/national-minimum-wage-rates

An apprentice will be required to have or achieve Functional Skills Level 1 English and maths. You will further develop your skills to work towards Functional Skills Level 2 English and maths, and will be required to have taken tests prior to completion of your Apprenticeship.

How long does an apprenticeship take to complete?

A minimum of 12 months.

Job Roles

- Retail Job Roles
- Receptionist and Front of House
- Customer Contact Centres
- Sales and Marketing Roles
- Service Industry

What's involved?

As an apprentice you will be assessed in the workplace by the employer and training provider. You will work towards completion of units based on your Knowledge, Skills and Behaviour within your job role.

There will also be a requirement for the employer to allow you 20% off the job training.

Once you have undertaken the training and the employer and training provider are in agreement that you are ready, you will be put forward for your End Point Assessment.

Learning Outcomes

- Knowing your Customers
- Understanding the Organisation
- Meeting Legislation and Regulations
- Systems and Resources
- Your Role and Responsibility
- Customer Experience
- Product and Service Knowledge
- Interpersonal Skills
- Communication
- Influencing Skills
- Personal Skills
- Dealing with Customer Conflict and Challenge
- Developing Self
- Being open to Feedback
- Team Working
- Equality – treating all customers as individuals
- Presentation – Dress code, Professional language
- "Right First Time"

Pathways

Progression to Customer Service Level 3 or Business Administration Level 3.

Completion of this apprenticeship will lead to eligibility to join the Institute of Customer Service as an Individual member at Professional level.

Qualification Outcomes

Apprenticeship in Customer Service Practitioner Level 2

Functional Skills English Level 1

Functional Skills maths Level 1

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Apprenticeships

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